

**BOARD LETTER – SUMMARY SHEET
HEALTH AND MENTAL HEALTH SERVICES CLUSTER**

AGENDA REVIEW	April 27, 2016
BOARD MEETING	May 10, 2016
SD	All
DEPARTMENT	Mental Health
SUBJECT	Request approval to extend the existing Consultant Services Agreement with Constant and Associates, Inc. (C&A) for recruitment advertising, marketing and public/media relations services to the Department of Mental Health (DMH), on a month-to-month basis for up to six months in Fiscal Year (FY) 2016-17 pending the completion of a solicitation process.
PROGRAM	C&A, located at 3655 Torrance Boulevard, Suite 430, Torrance, CA 90503, is a female-owned corporation and full-service communications agency that has provided marketing, public relations, and advertising services to health care clients for over 10 years. C&A efforts have included the development, design, and implementation of a marketing strategy that features testimonials and photographs of psychiatrists employed by DMH. These testimonials have been successfully utilized nationally in advertisements, direct mail campaigns, and posters provided to residency programs. The services provided by C&A increase the pool of candidates, which enhance DMH's ability to hire psychiatrists. A lowered vacancy rate improves access to and the quality of psychiatric care provided to the community.
DEADLINES	None
COST & FUNDING	The total cost of this Agreement is \$113,006 for FY 2016-17. This Agreement is fully funded by Sale Tax Realignment funds and State Mental Health Services Act revenue. Funding is included in the DMH's FY 2016-17 Recommended Budget. There is no net County cost impact associated with the recommended actions.
PURPOSE OF REQUEST	The Board's approval to extend the term of this existing Agreement will allow DMH sufficient time to complete the Request for Services (RFS) solicitation process under its Project Management Services (PMS) Master Agreement list that your Board approved on April 9, 2013. This list remains open and has been continuously since 2013 so that, any qualified agencies that meet the minimum mandatory requirements can be placed in the PMS Master Agreement list.
SUMMARY/ ISSUES (Briefly summarize program and potential issues or concerns. Identify changes, if any, to level of funding or staffing; how funding will be utilized and why best use; and prior accomplishments.)	DMH will release the RFS to those qualified agencies on the established PMS Master list that indicated interest in the service category under the Marketing and Communication category with the end result to enter into an agreement with a successful agency. DMH anticipates the issuance of the RFS to the pre-qualified agencies on the PMS Master Agreement list in the beginning of June 2016. The additional month-to-month Agreement extension effective July 1, 2016, up to six months in FY 2016-17 will ensure that there will be no interruption in recruitment, advertising, marketing and public/media relations services pending DMH's completion of the RFS process. In addition, if the Agreement is not extended, there could be negative impact on our ability to recruit psychiatrists resulting in a higher vacancy rate and a decrease in access to psychiatric care for the community.
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